

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Takahisa Shirakawa

Serial No. 09/

Group Art Unit (unassigned)

Filed April 4, 2001

Examiner (unassigned)

For BROADCASTING SERVICE SYSTEM AND  
DELAY BROADCASTING METHOD IN  
BROADCASTING SERVICE USING THE  
BROADCASTING SERVICE SYSTEM

Box New Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Prior to the Office Action, please amend the above-identified patent application as follows:

In the claims:

- 1 Claim 37 (Amended). An advertisement method used with a broadcasting  
2 service system comprising the steps of:  
3 broadcasting program contents from a broadcast station to at least  
4 one audiovisual system for viewing the program contents;  
5 storing the program contents broadcasted by the broadcast station  
6 at a repeater station and rebroadcasting the stored program contents to at  
7 least one audiovisual system making a request for viewing the program  
8 contents when at least one audiovisual system requests the repeater station  
9 to view the program contents;

10 connecting by the repeater station at least one audiovisual system  
11 in response to its request for viewing the program contents;  
12 broadcasting advertisement contents to at least one audiovisual  
13 system connected to the repeater station;  
14 measuring an advertisement effect on the basis of a number of the  
15 connected audiovisual systems viewing the advertisement contents and a  
16 broadcasting time of the advertisement contents; and  
17 rebroadcasting the program contents to the connected audiovisual  
18 systems only when the measured advertisement effect meets a  
19 predetermined target advertisement effect.

REMARKS

Claims 1 to 37 remain in the application. Claim 37 has been amended to be  
in independent form.

An examination on the merits is respectfully requested.

Respectfully submitted,

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1 Claim 37 (Amended). An advertisement method used [the] with a  
2 broadcasting service system [claimed in any one of claims 1 to 22]  
3 comprising the steps of:  
4 broadcasting program contents from a broadcast station to at least  
5 one audiovisual system for viewing the program contents;  
6 storing the program contents broadcasted by the broadcast station  
7 at a repeater station and rebroadcasting the stored program contents to at  
8 least one audiovisual system making a request for viewing the program  
9 contents when at least one audiovisual system requests the repeater station  
10 to view the program contents;  
11 connecting by the repeater station at least one audiovisual system  
12 in response to its request for viewing the program contents;  
13 broadcasting advertisement contents to at least one audiovisual  
14 system connected to the repeater station;  
15 measuring an advertisement effect on the basis of a number of the  
16 connected audiovisual systems viewing the advertisement contents and a  
17 broadcasting time of the advertisement contents; and  
18 rebroadcasting the program contents to the connected audiovisual  
19 systems only when the measured advertisement effect meets a  
20 predetermined target advertisement effect.